



GREEN MOVEMENTS TOWARDS A NEW PARADIGM FOR SUSTAINABLE AND CONSCIOUS LIVING

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ABSTRACT

How can we manage the disruptive transition of the world? The world is changing faster than at any previous time in recorded human history. We need to move and act differently if we desire a more sustainable and conscious way of life. Strategic thinking to face the ecological, economic and social challenges of the 21st century, as well as a deeply-rooted commitment to the building of sustainable cities are now needed. With much alarmist evidence regarding these new challenges emanating from around the world, more people are working towards a new paradigm for sustainability. This paper will give an overview of concepts that point towards a new paradigm—in terms of ecology, deep ecology, spiritual ecology and green spirits—to achieve a more sustainable and conscious way of living. A case study of green-spirited agriculturalists in Phrao District, in the northeastern part of Chiang Mai, will also be utilised. The villagers have been long suffering from the effects of chemical pesticides and fertilizers and have fallen victim to the vicious cycle of the overuse of chemicals, leading to maladies such as illness, and debt, etc. Their voices have previously been unheard. As a consequence, they currently have no choice but to strike back, refusing to use chemicals and exploring other options, such as the use of photosynthesis-bacteria. This alternative anaerobic fertilizer is environmentally-friendly and human-friendly. The outcome has been quite exceptional and beneficial. More villagers have become convinced and are engaged in bio-fertilizer production; they connect, network, share and spread the growing knowledge. This can be considered an excellent practice as it is initiated by grass-roots people, who dare to stand up against violence against nature and strive for a more conscious way of life. This type of innovation could be the answer to a changing world. However, without environmental and green movements that have led to a new system of environmental ethics, an alternative, sustainable community cannot be achieved.

Keywords: green movements, ecological view, deep ecology, spiritual ecology, sustainability